

**METHODS AND APPARATUS FOR PROVIDING CUSTOMIZED GAMES  
AND GAME CONTENT FOR A GAMING APPARATUS**

Abstract of the Disclosure

A gaming apparatus may include a display unit, a value input device and a controller operatively coupled to the display unit and the value input device. The controller may include a processor and a memory operatively coupled to the processor. The controller may be programmed to receive preference data relating to the preferences of a player, to select a game from a plurality of available games based upon the player preferences to provide a game selection comprising the selected game, to cause the display unit to generate a game selection display relating to the game selection, to cause the display unit to generate a game display and to determine a value payout associated with an outcome of the game. The game selection display may relate to a game from the game selection. The controller may also be programmed to select a game characteristic based upon the first player preferences.